



## COMMUNICATION & MARKETING

### Website Analytics

Please refer to the [2016 H1 Comm Report All Activity.pdf](#) for an overview of all communication and marketing activities and measurements. Below is a highlight of the EDC portion of the website.

Page	Page Views	Unique Views	Bounce Rate	Ave. Time on Page	Exit Rate
EDC Homepage	479	356	43%	01:32	32%
Shop	803	679	60%	1:15	44%
*Dine	1,122	991	64%	1:26	64%
*Stay (Lodging)	671	761	59%	2:06	50%
EDC Board	120	98	65%	1:34	38%
Business Directory	1,154	974	6%	0:46	9%
Incentives	188	140	60%	2:55	50%
Success Stories	41	35	73%	2:27	60%
Real Estate	204	184	75%	1:07	63%
*SH 146 Expansion Project	2,405	2,104	74%	2:05	78%
Research	122	73	47%	5:45	42%
Demographics	421	338	59%	1:24	38%
Education and Training	43	36	80%	0:51	14%
Largest Employers	74	65	81%	1:32	29%
Tax Rates	342	282	70%	1:07	65%
Traffic Counts	57	48	38%	0:45	27%
Strategic Plan	119	105	83%	1:26	35%
Waterfront	226	191	66%	1:44	42%
Business	420	341	54	0:58	26%
My Business Belongs in Seabrook	216	194	80%	1:15	69%
<b>Total/Average</b>	<b>9,227</b>	<b>7,995</b>	<b>62%</b>	<b>1:42</b>	<b>44%</b>

**Available Property PDF Downloads: 904**

<http://seabrooktx.gov/DocumentCenter/View/219>

\* Denotes page listed on the top 20 for the overall site of [www.seabrooktx.gov](http://www.seabrooktx.gov)

## Social Media Highlights

You may refer to the [2016 H1 Comm Report All Activity.pdf](#) for measurement data on all social media activity. Below is a highlight of noteworthy economic development related posts and measurements.


- Tookies Seafood Now Open  
We easily reached a new record of impressions with this post to Facebook with over 314,000 Impressions!

Post Details

Reported stats may be delayed from what appears on posts

**Seabrook, Texas - Your City Government**  
Published by LeaAnn Dearman (?) · June 20 at 5:15pm · 🌐

Exciting news... We have been told Tookies Seafood is now open for dinner.



Get More Likes, Comments and Shares  
Boost this post for \$21 to reach up to 2,200 people.

314,262 people reached

Boost Post

2.8K 380 Comments 1.9K Shares

Like Comment Share

**314,262** People Reached

**17,544** Reactions, Comments & Shares

<b>12,199</b> Like	<b>2,642</b> On Post	<b>9,557</b> On Shares
<b>502</b> Love	<b>130</b> On Post	<b>372</b> On Shares
<b>19</b> Haha	<b>3</b> On Post	<b>16</b> On Shares
<b>145</b> Wow	<b>50</b> On Post	<b>95</b> On Shares
<b>3</b> Sad	<b>1</b> On Post	<b>2</b> On Shares
<b>2,725</b> Comments	<b>543</b> On Post	<b>2,182</b> On Shares
<b>1,958</b> Shares	<b>1,940</b> On Post	<b>18</b> On Shares

**33,249** Post Clicks

<b>14,897</b> Photo Views	<b>16</b> Link Clicks	<b>18,336</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>94</b> Hide Post	<b>29</b> Hide All Posts
<b>0</b> Report as Spam	<b>1</b> Unlike Page

- Almost to 10,000 Facebook Likes – Received an increase of 3,278 Likes between January to June.
- Email Subscriptions to city related news which includes economic development activity increased by 246 subscribers.
- The SH 146 Animation on YouTube remains our most watched video with over 9,600 views.

## 2016 SEDC Advertising Campaign

In keeping in theme with the 2015 My Business Belongs in Seabrook ad campaign we kicked off 2016 with “Your Business Belongs in Seabrook” ads in the Houston Business Journal.

- ¼ Page Print Ads: January 29, March 18 and May 6
- Online & Email Ads: February 1-29, March 18 – April 1, April 15-29, May 6-20 and June 3 – July 3
- Sponsor of Bay Area/Galveston Power Breakfast Panel

- Held at Lakewood Yacht Club on June 1<sup>st</sup>
- Included introduction about Seabrook and opportunities available by City Manager
- Plus ½ page ad in the June 17<sup>th</sup> edition of HBJ

## **Spring 2016 City Review**

In the Spring edition of City Review both Gayle's community letter and the Master Comprehensive Plan were highlighted with the first two pages of the publication. City Review is mailed to all Seabrook residents and businesses directly, including apartment residents. Our next edition will be released in October.

## **My Business Belongs in Seabrook**

We have brought back to life the "My Business Belongs in Seabrook" video campaign. Back Bay Boutique was filmed and released in June. If you know of a business we should highlight please email [ldearman@seabrooktx.gov](mailto:ldearman@seabrooktx.gov).

## **TX Film Friendly City Certification**

In March I attended a TX Film Friendly City Workshop. This workshop provides training and ongoing guidance on how communities can effectively deal with on-location filming, as well as putting their best foot forward in marketing their resources. The TX Film Commission is part of the Office of the Governor: Economic Development Tourism department.

Seabrook will receive their "Film Friendly" certification from the TX Film Commission on Tuesday, July 19. TV programs like HGTV's *Fixer Upper* highlights the Waco/Dallas area very well. By partnering with the film commission Seabrook is more likely to be noticed by reputable film and tv organizations which in turns boosts our marketing efforts. Plus in the event that Seabrook is chosen for a film or tv program the economy will benefit from producers and their staff staying and working in the area during the filming process. Visit <http://gov.texas.gov/film> for more information.

## **Seabrook Love Campaign**

During the 2016 Strategic Planning Session, Council and staff identified the need to brand Seabrook with a united theme. We now own [iheartseabrook.com](http://iheartseabrook.com) and [seabrooklove.com](http://seabrooklove.com) and the sites will be combined into one main image of Seabrook highlighting dining, shopping, lodging and much more. It will be a responsive site that works well with phones and tablets. In addition to the site additional marketing materials will be created for social media, merchandise, etc.

## **Revitalization of the Pelican Path**

During the 2016 Strategic Planning Session, Council identified the need to revitalize the Pelican Path Project. The Pelicans have easily become a tourist attraction and helps to boost economic activity. The Marketing and Communications department will develop a proposal to revitalize the program and hopes to work the EDC on getting the word out to local businesses. More details and proposal coming soon.

## **Press Releases**

The following press releases that relate to economic development have been released.

- January 2016 Sales Tax
- February 2016 Sales Tax

- Business Morning Brew March
- March 2016 Sales Tax
- April 2016 Sales Tax
- May 2016 Sales Tax
- HBJ Bay Area Galveston Power Breakfast at Lakewood
- Ground Break of Public Works & Animal Shelter
- Business Morning Brew June
- Celebration Seabrook Receives Awards
- June 2016 Sales Tax

## **Summary**

In conclusion the image of Seabrook is improving each and every day. Through the use of social media, quality graphics and a consistent messaging it is easy to see why Seabrook is great place to own a business.

*Please excuse any minor typos and misprints*